

Note for Weinstein, Barbara

From: Fuller, Stuart
 Date: Mon, Nov 1, 1993 5:03 PM
 Subject: FW: book mtg topics.outline
 To: Weinstein, Barbara
 Cc: Neidle, Bruce; Weinkselbaum, Ian

Barbara, this is the outcome of Dave's requested changes so far. I'll let you know of further revisions, if any.

Bruce, Ian -- We are oK and the regular charts, can you help us fill in some of the rest of the stuff on weekly nielsen, IRI, and Monthly Nielsen? I figure we can put the Basic stuff from Monthly Nielsen in the same section with a few bullet points in the summary page.

From: Fuller, Stuart on Mon, Nov 1, 1993 4:59 PM
 Subject: book mtg topics.outline
 To: Beran, Dave

Dave,

The following is an outline of the data sources that will be affected in our focus this week on the topics you discussed with me this morning:

✓ Shipments - standard weekly charts; bullet points will give assessments of Marlboro IMP, Basic mega program, and trade anticipatory buying on PM shipments with implications for going rate. Mitigating factors for RJR will also be highlighted.

Pricing - restructure to report regional and national information: Marlboro vs Lowest prices and gaps; same store gaps (Marl vs winston, cambridge vs doral, basic vs lowest, basic vs gpc, basic vs Monarch, basic vs prp/pl as store counts permit); Newport incidence of coupons; Doral and Monarch incidence of B1G1 by Region, change vs prior week, effective pack price and same store lowest single pack price; ≤99¢ pack price incidence nationally and by region with current wk, change vs prior, and Region average state tax for comparison. [Note: we will use old definition limited to deep discount and issue a separate memo on brands from other tiers driving 99¢ and lowest prices].

IRI - standard charts plus basic stores selling trend and comparison of share per store selling over time.

Nielsen weekly - standard charts plus: 1) basic distribution and share per point over time; 2) Winston Select \$2 penetration vs B1G1; 3) total share of free product deals with emphasis on RJR share of and major brands.

Nielsen Monthly - limited to basic share and distribution performance by region since Carolyn is covering monthly data.

✓ McLane - keep share charts but eliminate volume charts due to length. Add charts for Winston Select promotion penetration and composition, Doral and Monarch promos; Mat 2pk update.

The book will include a statement up front of key topics and where they will be addressed.